



Changing  
Women's Lives  
*One Woman  
at a Time*



# find your way to ABWA



Are you ready to kick-start your career? Need new inspiration on your job? Want to connect with some of the savviest women in business?

It's time to find your way to ABWA. The American Business Women's Association has the talent and tools you need to navigate today's complex economy. ABWA is a nationwide network of career women and professionals backed up by powerful teaching technology all designed to help you unleash your leadership abilities.

Hundreds of ABWA teams are working around the country—there's probably an ABWA team right in your own community—helping fellow members acquire new skills, expand their business knowledge and overcome challenges as they find new avenues to success. And they do it in a spirit of friendship and sisterhood, aware of the unique challenges that women face in the business world.



## 2011-2012 ABWA National Board of Directors

*Front row (from l to r):* National Secretary-Treasurer Pattie Vargas, National President Tina Gandy, National Vice President Tina Ackles.

*Back row:* District VI Vice President MyChelle Andrews, District V Vice President Paula Clutter, District IV Vice President Eileen Royer, District III Vice President Jennifer Childress, District II Vice President Lorie Burch, and District I Vice President Carolyn Parks.

ABWA provides you with a safe haven to build and to practice skills such as public speaking and team building and provides an organization where you can grow as a leader. As your confidence builds, you'll soon be applying your new knowledge in your workplace or in your job search.

ABWA is the only professional development organization for women that offers the powerful proprietary on-line educational storehouse—the Women's Instructional Network (WIN)—where you will find a huge cache of knowledge just waiting for you to tap into it. WIN can help you:

- Write resumes that get interviews.
- Ace the interview for a job offer.
- Start your new job successfully.
- Grow and prosper in your career.

In addition, ABWA offers unmatched educational opportunities for MBA-level coursework and specialized leadership training offered by accredited universities. Plus, our annual national conference offers unmatched access to business leaders who attend to share their expertise with you.

ABWA is an incomparable value for women working to grow within their companies or to build one of their own. In addition to the valuable skill development tools we provide, ABWA offers a nurturing environment where you can learn from your peers and establish life-long friendships with women who share your values.

Isn't it time to invest in yourself? Become a part of ABWA and take charge of your future.

A handwritten signature in black ink that reads "Tina Gandy".

**Tina Gandy**  
2011-2012 ABWA National President



# Could you benefit from joining a prestigious, dynamic, and innovative organization?

As a member of ABWA, you will be a part of an organization making certain that women continue to move forward, understand new technology, embrace new concepts, and improve their leadership skills.

*"Because of my ABWA membership, I have achieved more in my career than I ever expected to. The skills I learned by holding positions on our board over the years taught me leadership skills that I have used in my position here at work as a Director for our non-profit."*

–Mary Greppi  
member since 1997

*"ABWA offers both networking and educational opportunities for women of all ages. It affords young women the opportunity to learn from more experienced business owners and professionals, sharing new ideas and learning experiences."*

–Kathie Hubbard  
member since 2011

# association facts

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

## HISTORY

The American Business Women's Association was established in 1949 to give women like you access to leadership, networking, and recognition opportunities—the three basic elements of career achievement. Through online business courses, insightful and timely seminars, and the opportunity to be part of both a local and national organization, ABWA has become the place to be for women who want to connect, learn and grow.

Become part of a national women's organization that has made a difference for women for more than 62 years. Join the American Business Women's Association today!

ABWA is a prestigious organization made up of working women across the nation. Nearly 600 chapters and Express Networks throughout the U.S. offer monthly networking and professional development programs.

## ABWA MEMBER INDUSTRIES

ABWA represents a range of 23 different industries—more than any other businesswomen's organization.

- education ..... 9%
- service ..... 9%
- banking / finance / insurance / law ..... 15%
- retail / wholesale ..... 12%
- real estate ..... 8%
- healthcare ..... 11%
- government / armed forces ..... 8%
- other industries ..... 18%

## EDUCATION

- high school graduates ..... > 97%
- attended college ..... > 34%
- earned college degrees ..... > 29%
- earned Masters / Doctorate degrees ..... > 10%

## WOMEN BUSINESS OWNERS

- sole proprietor ..... 66%
- one (1) or more employees ..... 48%

## HOUSEHOLD INCOME

- up to \$49,999 ..... 50%
- \$50,000 - \$74,999 ..... 27%
- \$75,000 or more ..... 23%



**JOIN ABWA TODAY!**

# annual events

## NATIONAL WOMEN'S LEADERSHIP CONFERENCE

Make plans now to join us for the 2012 National Women's Leadership Conference in Memphis, Tennessee. If you are in business—as an employee, employer, business owner, service provider, consultant, or looking for your next opportunity—this conference is designed to challenge you!

Attendees can choose from a variety of programs designed to leverage their careers and empower personal growth. Professional development seminars include programs in leadership and technology, management, entrepreneurial skills, and more. This is the American Business Women's Association's biggest networking event of the year!



## NATIONAL WOMEN'S LEADERSHIP CONFERENCE OCTOBER 11-13, 2012 MEMPHIS, TENNESSEE

AT THE MEMPHIS MARRIOTT DOWNTOWN  
AND MEMPHIS COOK CONVENTION CENTER



## REGIONAL CONFERENCES

Regional Conferences support ABWA's goal of strengthening the Association and its mission of bringing women together to meet their personal and professional needs. Each regional conference provides a blend of professional development with members, who are serving, or plan to serve, in a leadership position with ABWA.

- **Eastern Regional Conference**  
Districts I and IV  
March 22-24, 2012, in Cary, NC  
Embassy Suites, Raleigh-Durham  
Research Triangle
- **Western Regional Conference**  
Districts II and VI  
March 29-31, 2012, in Oklahoma City, OK  
Renaissance Oklahoma City
- **Central Regional Conference**  
Districts III and V  
April 26-28, 2012, in Louisville, KY  
The Brown Hotel Louisville

# Are you looking for a place to connect, learn, and grow?

*"ABWA builds you from the inside out as a complete package. There is no place you can gain the skills and build the kind of network like you can with ABWA."*

**–Anne Pasquini**  
member since 2001

*"My participation in ABWA has allowed me the confidence to push myself professionally and personally. I value the friendship and professional mentors that have supported my goals and helped me along the path."*

**–Melissa Waltman**  
member since 2010

*"ABWA is more than just your local chapter. It is a national network of women that I feel a strong connection to and feel that I have access to for help when I need it."*

**–Katie McCloud**  
member since 1994

# development with accredited universities

## PROFESSIONAL DEVELOPMENT

ABWA believes professional development and training are key to helping women grow personally and professionally. The Association supports professional development by providing continuing education programs and products, which enhance members' business skills.

## KANSAS UNIVERSITY AND PARK UNIVERSITY

In partnership with these fully accredited institutions of higher learning, ABWA's goal is to deliver real-life coursework for real-life business women that is directly transferable to the real world environment, and supports women in advancing their leader skills and business acumen.

Each program consists of twelve, four-hour courses valued at .4 continuing education credits by the respective institution. Three courses are scheduled at each national conference event. Upon successful completion of either program, MBA Essentials or Women as 21st Century Leaders, a member receives national recognition.



## KANSAS UNIVERSITY PRESENTS MBA ESSENTIALS

- Strategic Marketing Development
- Leadership for Strategic Change
- Strategic Planning
- Marketing Management
- Decision Making in an Uncertain Environment
- Leading and Communicating with Integrity
- Human Resources Management (scheduled 2012)
- Financial Leadership in the Firm (scheduled in 2012)
- Accounting Tools for Financial Success (scheduled in 2012)
- Organizational Behavior and Management Principles (scheduled in 2013)
- Operations Management (scheduled in 2013)
- Time is Money: Financial Guide to Making Profitable Investment Decisions (scheduled in 2013)

## PARK UNIVERSITY PRESENTS WOMEN AS 21ST CENTURY LEADERS

- Overview of Women as Leaders
- Focus on Internal Category of Leadership
- Interpersonal Skill-Building
- Problem Solving (scheduled for 2012)
- Understanding Organizations (scheduled for 2012)
- Being a Change Agent and Managing Change (scheduled for 2012)
- Ethical Leadership (scheduled for 2013)
- Adaptive Leadership Style (scheduled for 2013)
- Managing Time and Stress (scheduled for 2013)
- Being "Up Front"
- Leading an Unscripted Future
- Creating a Leadership Development Plan

# Women's Instructional Network (WIN)

## THE ONLY BUSINESS TOOL OF ITS KIND EXCLUSIVELY FOR ABWA MEMBERS

The Women's Instructional Network (WIN) is an exciting new learning and communications portal designed just for ABWA members! WIN is a sophisticated interactive online community customized exclusively for members of the American Business Women's Association. WIN delivers professional development courses, ABWA tools and resources, and keeps members informed on the latest Association news.

*"I went to the ABWA website and printed out the programs listed on WIN. I sent this information to our CFO, requesting the company pay my ABWA National dues, stating that I wanted to be able to take advantage of the leadership and business programs available through WIN with my membership. She agreed this was a great program and the company paid my dues!"*

—Nancy C. Engelbrecht  
member since 2004

*"ABWA has provided me with the tools to develop myself both personally and professionally. So I have learned and grown tremendously. I have developed self-confidence and increased self-awareness through the support and connection with other members."*

—Janie McGrew  
member since 2008

WIN is designed to help you realize your full potential! Take courses on your time and at your own pace through ABWA's exclusive online learning and communications portal. There are now 20 courses available exclusively to ABWA members, including:

- Creating a Team Charter
- Team Communication Basics
- Building a Collaborative Team Environment
- Managing Team Conflict
- Making Group Decisions
- Using Principles, Boundaries, and Guidelines
- Giving and Receiving Feedback
- Facilitating Team Interaction
- Goal Setting and Measuring Results
- Managing Team Performance
- Planning for Action
- Selecting Team Members
- Team Problem Solving
- Team Member Roles & Responsibilities
- Working with Your Supply Chain

## THERE'S ONLY ONE WORD TO DESCRIBE WHAT'S NEW IN WIN...**SUITE!**

ABWA's latest set of courses—**the Job Suite**—is now complete. Earlier this year, we added two career courses to help ABWA members who have landed a job successfully make the transition. These augmented our existing courses from 2010, and now the final course which encourages action over hand wringing to channel your energies into productive behaviors for finding new work and not dwelling on the past completes the suite.

Members receive a course detailing step-by-step processes for coping with career transitions with advice for keeping a clear head and getting back on track! The Job Suite courses include:

- *Resumes That Get Interviews*
- *Interviews That Get Results*
- *The Joy of Starting Over*
- *The Joy of Jumping In*
- *First Days Off the Job*

*"ABWA has brought so much to my life: friendships, travel, mentors, role models, professional development, and opportunities for personal and professional growth. It is rare to receive so much from one organization. ABWA is a complete package."*

**–Mary Jo Sekelsky PhD**  
member since 2004

*"ABWA has helped me to gain confidence in myself and my abilities. I have gained vital experience in networking that has helped me in ABWA, workplace and other organizations. My membership is invaluable."*

**–Shirley New**  
member since 1990



# the "IN" crowd

*Women In Business*®, the official magazine of ABWA, is a publication dedicated to helping women stay current with the issues that affect them both inside and outside the workplace. As women continue to transform the places where they live and work, *Women In Business* is the one resource full of relevant, inspirational information, tips and ideas for real women working and living in the real world.

*"ABWA has been an excellent choice for me for over 25 years. It has allowed me to gain many wonderful friends, have many great experiences, and achieve a greater amount of self-confidence than I ever had before."*

**–Nancy-Bea Welden  
member since 1984**

## CONNECTING WITH WOMEN

ABWA's quarterly publication, *Women In Business*, creates an opportunity for members to learn more about topics that have high interest to working women and high relevance to the Association's mission. The magazine explores topics ranging from building your personal brand online to managing your health in winter, from struggles with the current economic forecast to overcoming the unstable job market, from finding a new way to do business to keeping you in style without breaking the budget.

ABWA also utilizes the publication as an opportunity to recognize the accomplishments of members and share lessons learned from successful business leaders like Congresswoman Carolyn Maloney, tennis pro Billy Jean King, and basketball coach Pat Summitt. You'll learn about the latest additions to the Women's Instructional Network and stay on top of Association news. Each issue also includes a Food column written by James Beard Award-winning Executive Chef Debbie Gold as well as a Personal Portfolio department that features timely articles like "The First 100 Days After Losing Your Job," "Every Resume Tells a Story," "Your First 100 Days On the Job."

In the summer issue, attention turns to ABWA's National Women's Leadership Conference with a special section of the magazine dedicated to speakers, entertainment, luncheons, and seminars. *Women In Business* is foremost about what matters to working women but also expands into areas that help women balance the personal with the professional.



**JOIN ABWA TODAY!**

# past issues



## February / March 2009

- **A New Era Unfolds:** Change is In the Air at ABWA
- **Breaking Down Barriers:** New York City Congresswoman Carolyn Maloney
- **Working Online to Build ABWA Teams:** Women's Instructional Network (WIN)

### DEPARTMENTS:

- Money Matters** *In a Down Market, Keep Your Goals in Focus*
- Style** *Common Sense Please*
- Personal Skills** *Job Hunting During a Recession*
- Workplace** *Building Your Network*
- Legal Matters** *Forming and Operating a Small Business*
- Mind & Body** *7 Tips for Managing Your Health in Winter*



## March 2010

- **Jobs for the Next Decade:** The Light on the Employment Horizon
- **Personal Branding 2.0:** Keys to Better Relationships, Loyal Customers, Better Jobs
- **Bucking the Trends:** Women's Online Media and Education Network's Pat Lynch

### DEPARTMENTS:

- Food** *Putting Your Food Budget on a Diet*
- Personal Skills** *How to Roll with the Punches and Come out on Top*
- Mind & Body** *De-cluttering Your Space and Life*
- Money Matters** *Nickel and Diming It: Tax Deduction Secrets*



## Summer 2011

- **Then & Now:** ABWA's STRUT Program Raises Community Awareness
- **Real-life Coursework for Real-life Business People:** ABWA-KU MBA Essentials Program
- **Women as 21st Century Leaders:** ABWA's New Partnership with Park University
- **Competing for Jobs:** The Strengths and Weaknesses of Three Competing Generations

### DEPARTMENTS:

- Style** *Going Western with a Touch of Style*
- Food** *Tex-Mex: America's First Original Regional Cuisine*
- Finance** *Where to Look for Income*

# Are you in search of a network that will provide education, experience, and enthusiasm?

*"ABWA is a network of determined, accomplished women who provide excellent tools for professional development for women of any working class, from a college student to a corporate head. There is something for everyone."*

**–Jainabou Barry  
member since 2011**

*"ABWA has been a great part of my life for 28+ years. It has had a positive impact on my personal life as well as my career before retirement. Now that I'm retired, it keeps me 'in the loop.' I don't know what I would do without it..."*

**–Nina Adams  
member since 1983**

*"In today's economy, it's vital for women to join a professional development organization... and I choose ABWA!"*

**–Krina Snider  
member since 1991**





careers.abwa.org  
YOUR CAREER CONNECTION



*ABWA's new online resource helps members, job seekers, and employers make career connections—and it's also a great way to help you recruit new members.*

The American Business Women's Association proudly presents another great product in our quest to continue *Changing Women's Lives...One Woman at a Time!*

This new online resource is designed to bring even greater job opportunities to female professionals nationwide. Whether you are looking for a new job opportunity or you're ready to take the next step in your career, ABWA's Career Connection will help you find the opportunity that's right for you.


Your career success begins right here:

- Resume posting and job search services are both FREE and confidential!
- Create a password-protected account for managing your job search.
- Save job postings—with advanced job search options—and apply to positions when you're ready.
- Job Agent and RSS Capability allow you to receive email notifications when posted jobs match YOUR criteria.
- Document Manager allows you to post up to five professional documents—published articles, portfolios, and more!

ABWA's Career Connection focuses on women's need for a centralized resource for job placement and career enhancement. This new system offers many features and benefits designed to connect professionals with quality job opportunities everyday. Simply setup a Job Agent to automatically receive updates when new jobs matching your criteria are posted. Our site makes researching job opportunities faster, leaving you more time to plan your next career move.

**Highlights:**

- Your Career Connection provides a location for job postings from national companies.
- ABWA members can post resumes for viewing by companies looking for qualified professionals to fill positions nationwide.
- *careers.abwa.org* offers premier advertising space for employers and other companies to reach a new audience of female professionals nationwide.



# Changing Women's Lives, One Woman at a Time.

Join ABWA to connect, learn, and grow! Membership opens many professional growth opportunities while keeping you connected to the largest network of working women in the country. You'll benefit from leadership training, professional development, networking opportunities, and more. Become a member of America's leading career-building organization for women—*join ABWA today!*

**1-800-228-0007**  
**[www.abwa.org](http://www.abwa.org)**



# American Business Women's Association Membership Application

11050 Roe Avenue, Suite 200 · Overland Park, Kansas, 66211 · 800-228-0007 · Fax 913-660-0101

**Benefits of membership begin the date your application and payment are received and processed at ABWA National Headquarters. For renewal purposes, membership starts on the first day of the month following the date the application and payment are processed and renews annually. Dues payments are non-refundable and non-transferrable.**

Date: \_\_\_\_\_

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last Name: \_\_\_\_\_

## Affiliation Information

Do you plan to join a chapter/Express Network:  Yes  No

If "yes," your primary chapter/Express Network name: \_\_\_\_\_

Sponsor (please print clearly): \_\_\_\_\_ Member No. \_\_\_\_\_

**Note: Membership in ABWA and local Chapter/Express Network is contingent on timely payment of annual National dues.**

## Address and Contact Information

Home Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Primary phone contact: \_\_\_\_\_ Primary email address: \_\_\_\_\_

**Note: Your email address is required in order to access your membership information and conduct business online at [www.abwa.org](http://www.abwa.org). By providing your email address, you are authorizing ABWA to contact you via email.**

## Personal Demographics (for statistical purposes only)

Birthdate ( month / day / year ): \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Gender:  Female  Male

## Business Owner, Employment, and Education Level Demographics (for statistical purposes only)

Your company's name: \_\_\_\_\_ Job Title: \_\_\_\_\_

**Are you a business owner?**  Yes  No

Description of products/services: \_\_\_\_\_

**Education Level:**  High School/GED  Vo-Tech  Associate's Degree  Bachelor's Degree  Master's Degree  Doctorate Degree

## Enclosed is my ABWA National dues payment of...

\$90 ... \$75 Basic Membership + \$15 WIN Technology Fee  \$115 ... \$100 Express Network + \$15 WIN Technology Fee

### Membership Discounts

\$50 ... \$35 Basic Student Membership\* + \$15 WIN Tech Fee  \$65 ... \$50 Express Network Student Membership\* + \$15 WIN Tech Fee

*\*To qualify for student membership, include a class schedule reflecting enrollment in 12+ credit hours per semester.*

\$40 ... 70+ Years Old Discounted Basic Membership\*\*  \$15 ... Optional WIN Technology Fee for New Members ages 65+\*\*

*\*\*To qualify for discount, please provide birth date including year in application information.*



## Payment Information

Check ... Mail check with application to ABWA, 11050 Roe Ave., Suite 200, Overland Park, KS 66211

Visa  Mastercard  Discover Card number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiration Date \_\_\_\_\_ / \_\_\_\_\_ Security Code (3-digit code on back of card) \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

The American Business Women's Association is a non-profit organization which is serviced by ABWA Management, LLC, a company organized for profit. All ABWA income is received by ABWA Management, LLC and, in exchange, the company provides all necessary services and materials to the ABWA membership. All dues include a one-year subscription to *Women in Business*®, ABWA's official publication. Dues are not deductible as a charitable contribution for Federal income tax purposes; however, they may be deductible under other provisions of the Internal Revenue Code.



## Learn more about ABWA by connecting with us online:

- Become a friend of Executive Director René Street and a fan of ABWA on Facebook:

To "friend" René—[www.facebook.com/rene.street](http://www.facebook.com/rene.street)

To become a fan—[www.facebook.com/home.php#!/pages/ABWA-A-place-to-connect-learn-and-grow/110652155635738](http://www.facebook.com/home.php#!/pages/ABWA-A-place-to-connect-learn-and-grow/110652155635738)

- Follow us on Twitter ... **ABWAHQ**  
[www.twitter.com/abwahq](http://www.twitter.com/abwahq)
- Login to the Women's Instructional Network (WIN).  
You can gain access simply by joining ABWA.  
*There's always something new to explore in WIN!*
- Contact ABWA via email ... [webmail@abwa.org](mailto:webmail@abwa.org)

